


Produce Market Advisory


For the week of February 11, 2019


Market Alerts


Recommended Items to Avoid

FREEZE ALERT—Very cold temperatures continue across the Western growing regions. Freezing morning temperatures are expected through the middle of the week in California, Yuma AZ and parts of Mexico. Quality and availability of products affected include **Iceberg Lettuce, Kale, Parsley, Brussels Sprouts and Green Onions.**

 **STRAWBERRIES** – Quality remains fair to poor on most Strawberries, due to the persistent cold weather in California and Florida's growing regions. Low yields, plus the Valentine's Day demand, is creating a shortage of usable product. Avoid use where possible, substituting Blackberries, Blueberries and Raspberries as better quality and cost alternatives.

 **GRAPES** – Supplies of both Red and Green Grapes are limited, due to a slowdown of receiving South American fruit through major ports. Pricing may be higher in some markets. Quality is fair, with discoloration and softness the most common issues.

 **BRUSSELS SPROUTS**— Quality is poor and sizing is small, due to the cold and rainy growing conditions in Yuma AZ. Pricing is higher than normal.

 **CELERY**— Pricing remains very high on both bulk and pre-cut Celery, also due light supplies from the cold, wet conditions in Yuma. Quality is fair to good.

MARKET OPPORTUNITIES

ASPARAGUS – Pencil and Standard size Asparagus pricing and quality are very good



SPECIALTY POTATOES- Quality is very good on all Colored, Fingerling and Yukon Potato varieties.



SQUASH- Green (Zucchini) and Yellow Squash are great quality in all sizes.



CALIFORNIA NAVEL ORANGES- Quality is very nice and pricing is good on 88 CT and larger sizes of Fancy- and Choice-grade Navels.



AVOCADOS- Quality is excellent and pricing is lower than in recent months. Fully ripened product is plentiful. #2 Grade fruit is the best value.



Produce Meter

● Good ● Fair ● Caution

Commodity	Quality	Market
Apples	●	●
Asparagus	●	●
Avocado	●	●
Bananas	●	●
Bell Peppers (Western)	●	●
Bell Peppers (Eastern)	●	●
Berries: Strawberries	●	●
Berries: Raspberries	●	●
Berries: Blackberries	●	●
Berries: Blueberries	●	●
Broccoli	●	●
Carrots	●	●
Cauliflower	●	●
Celery	●	●
Citrus: Lemons	●	●
Citrus: Limes	●	●
Citrus: Oranges	●	●
Cucumbers (Western)	●	●
Cucumbers (Eastern)	●	●
Eggplant (Western)	●	●
Eggplant (Eastern)	●	●
Garlic	●	●
Grapes, Green	●	●
Grapes, Red	●	●
Green Onions	●	●
Lettuce: Romaine / Leaf	●	●
Lettuce: Iceberg	●	●
Lettuce: Spring Mix/Spinach	●	●
Melons: Cantaloupe	●	●
Melons: Honeydew	●	●
Melons: Watermelon	●	●
Onions	●	●
Pears	●	●
Potatoes	●	●
Squash (Western)	●	●
Squash (Eastern)	●	●
Tomatoes (Western)	●	●
Tomatoes (Eastern)	●	●

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(continued)

A Peek at Peak Seasons

Pears: Bartlett, Bosc and Anjou pears and excellent quality out of Washington and California. Bartlett, Bosc and Red Pears are approaching peak harvest out of Washington and California. Quality is excellent.

Potatoes: Idaho potatoes are at peak season from now through March. New crop Idaho potatoes are now in season. Quality and pricing are very good.

Colored Bell Peppers – Mexico’s harvest of Red, Yellow and Orange Bells is all very good quality

Pineapples – Quality is very good out of Central America, particularly, Costa Rica, on all sizes and varieties.

Weather Update

California: Very cold temperatures with overnight freezing, and moderate rain expected through the middle of the week.

Yuma, AZ: Very cold temperatures with overnight freezing, and moderate rain expected through the middle of the week.

Mexico: Seasonal temperatures and precipitation in the Central and Northern regions.

Florida: Dry conditions early in the week will be followed by a fairly strong storm system.

 APPLES	Quality is good, 125 CT and smaller sizes are less available
 ASPARAGUS	Quality and pricing are good, Pencil and Standard sizes are the best value
 AVOCADO	Quality and pricing are good
 BELL PEPPERS	Quality and pricing are good
 BERRIES (BLACKBERRIES)	Quality and pricing are good
 BERRIES (BLUEBERRIES)	Quality and pricing are good
 BERRIES (RASPBERRIES)	Quality and pricing are good
 BERRIES (STRAWBERRIES)	Quality is fair, pricing may be higher
 BROCCOLI	Quality and pricing are good
 CARROTS	Quality and pricing are good
 CAULIFLOWER	Quality is good, pricing is higher
 CELERY	Quality is good, pricing is higher
 CITRUS (LEMONS)	Quality and pricing are good
 CITRUS (LIMES)	Quality and pricing are good
 CITRUS (ORANGES)	Quality and pricing are good

 CUCUMBERS	Quality and pricing are good
 EGGPLANT	Quality and pricing are good
 GARLIC	Quality is good, pricing is higher
 GRAPES (GREEN)	Quality is fair, pricing is good
 GRAPES (RED)	Quality is fair, pricing is good
 GREEN ONIONS	Quality and pricing are fair
 LETTUCE ICEBERG	Quality is fair, pricing is good
 LETTUCE LEAF	Quality is fair, pricing is good
 MELON (CANTALOUPE)	Quality is good, pricing is fair
 MELON (HONEYDEW)	Quality is good, pricing is fair
 MELON (WATERMELON)	Quality and pricing are fair
 ONIONS	Quality and pricing are good
 PEARS	Quality and pricing are good
 POTATOES	Quality and pricing are good
 SQUASH	Quality and pricing are good
 TOMATOES	Quality and pricing are good